

# WE WELCOME YOUR BUSINESS TO **H!GHLANDTOWN**

Greetings from Highlandtown, home of Highlandtown Main Street,  
Highlandtown Business Association, and Highlandtown Arts & Entertainment District!  
Inside this packet you will find useful information for your business.

In the right pocket, you will find details about the Facade Grant Program, which can help pay for 50% of exterior work done on your building including signs, awnings, windows, doors, and more! There are also additional tips on Baltimore City's rules and regulations for building maintenance and improvements, as well as a sample permit.

In the left pocket, behind this page, you will find business resources and loan information, including details about the Latino Economic Development Center's (LEDC) Small Business Lending Program--with offices right here in Southeast Baltimore!  
There are also several brochures about the Highlandtown community.

Thank you for locating your business in Highlandtown  
and we look forward to working with you!



**H!GHLANDTOWN**  
Main Street





# HIGHLANDTOWN



One of the most culturally diverse areas in Baltimore City, Highlandtown Main Street boasts an eclectic mix of retail, art and restaurant spaces that cater to over 250,000 visitors annually. Stretching 10 blocks of Eastern Avenue, the Main Street offers everyday amenities, like grocery stores, a library, and law and medical offices, and boasts the city's finest art and restaurant destinations.

Food enthusiasts come to Highlandtown Main Street to find truly authentic international cuisine DiPasquale's Italian



Marketplace and Chicken Rico. Many of our restaurants have won local and national acclaim, showing up on the Food Network and "Best of" Lists.

Highlandtown Main Street bisects two of Southeast Baltimore's hottest neighborhoods: Canton and Highlandtown. It's convenient to downtown Baltimore, easily accessible from I-95, I-895, steps from Patterson Park and a few blocks from Johns Hopkins Bayview medical campus, with 4,400+ employees.



Top left to right: *BUS* sculpture sits next to Creative Alliance; Highlandtown Gallery serves coffee and artists; High Grounds Coffee Roasters brews coffee locally in Highlandtown; *Bailes De Mi Tierra* performs at Southeast Anchor Library; Artist Ezra Berger paints a neighborhood mural at High Grounds; *Vitamin* design and marketing boutique reaches clients throughout the mid-Atlantic from Highlandtown; and Chicken Rico's sign beacons hungry lunch-goers.

REVITALIZATION

ENTERPRISE ZONE

INVESTMENT

MAIN STREET

INITIATIVE



Contact: Kristina Williams | Economic Development Officer | [kwilliams@BaltimoreDevelopment.com](mailto:kwilliams@BaltimoreDevelopment.com)  
36 S. Charles Street, Suite 1600, Baltimore, MD 21201 | Tel 410-837-9305 | Fax 410-837-6363 | [www.BaltimoreDevelopment.com](http://www.BaltimoreDevelopment.com)

# HIGHLANDTOWN

<u>POPULATION</u>	<u>0-0.5 MI.</u>	<u>0-1 MI.</u>	<u>0-3 MI.</u>
Population	12,553	36,267	193,167
Male	6,446	18,301	95,793
Female	6,107	17,966	97,374
Age 25-44	5,866	15,809	69,414
Bachelor's or Higher	2,735	8,476	37,273

<u>HOUSEHOLDS (HH)</u>	<u>0-0.5 MI.</u>	<u>0-1 MI.</u>	<u>0-3 MI.</u>
Households	5,421	14,903	79,661
Avg HH Size	2.31	2.42	2.31
OwnerOcc.	60%	55%	46%

<u>INCOME</u>	<u>0-0.5 MI.</u>	<u>0-1 MI.</u>	<u>0-3 MI.</u>
Average HH	\$ 71,236	\$ 74,291	\$ 60,208
Median HH	\$ 52,738	\$ 53,065	\$ 41,502

<u>CONSUMER EXPENDITURES (\$ THOUSANDS)</u>	<u>0-0.5 MI.</u>	<u>0-1 MI.</u>	<u>0-3 MI.</u>
Food at Home	\$ 27,432	\$ 77,209	\$ 387,381
Food away from Home	\$ 16,408	\$ 44,958	\$ 208,891
Household Furnishings & Appliances	\$ 13,525	\$ 37,523	\$ 178,554
Sports & Entertainment	\$ 25,570	\$ 72,377	\$ 334,223
Apparel	\$ 20,546	\$ 58,949	\$ 278,919

<u>OPPORTUNITY GAP</u>	<u>0-0.5 MI.</u>	<u>0-1 MI.</u>	<u>0-3 MI.</u>
All Retail Incl. Eating & Drinking Places	\$ 75,193,226	\$231,001,511	\$511,685,876
Furniture & Home Furnishings	\$ 4,079,060	\$ 10,081,537	\$ 38,551,781
Electronics & Appliances	\$ 3,109,430	\$ 8,245,492	\$ 38,421,923
Building Material, Garden Equipment	\$ 16,360,566	\$ 35,174,197	\$145,505,237
Supermarkets	\$ (7,720,799)	\$ 7,314,797	\$ 90,519,311
Health & Personal Care	\$ 1,484,666	\$ 10,131,883	\$ 11,357,765
Clothing	\$ 7,631,872	\$ 25,027,723	\$ 73,910,824
Sporting Goods, Etc.	\$ 3,992,236	\$ 11,297,946	\$ 43,852,841
Genl. Merchandise	\$ 25,561,414	\$ 73,778,180	\$317,939,587
Full Service Restaurants	\$ (2,309,566)	\$ (18,455,505)	\$ (206,979,966)

<u>EMPLOYMENT</u>	<u>0-0.5 MI.</u>	<u>0-1 MI.</u>	<u>0-3 MI.</u>
Workplace	3,960	12,852	187,839



Top to bottom: Annual Holiday Kick-Off & Tree Lighting on Conkling Plaza; Small Business Saturday Breakfast outside Hoehn's Bakery; Annual district wide Trick-O'-Treat on Highlandtown Main Street community party.

WALK SCORE 90 VERY WALKABLE  
 AVERAGE ANNUAL WEEKDAY DAILY TRAFFIC COUNT  
 EASTERN AVENUE: 23,430



# SMALL BUSINESS LOAN PROGRAMS

*Resources to provide assistance in accessing loans to help your business begin, grow, and expand*

## **Baltimore Micro Loan Fund (Baltimore Development Corporation (BDC))**

**Kristina E. Williams**

*Retail & Main Streets*

36 S. Charles St. – Suite 2100, Baltimore, MD 21201-3015

Office: 410-837-9305 | Direct: 410-779-3833 | Fax: 410-837-6363 | [kwilliams@baltimoredevelopment.com](mailto:kwilliams@baltimoredevelopment.com)

<http://baltimoredevelopment.com/loans/>

*The Baltimore Micro Loan Fund provides existing and start-up small businesses with financing for working capital, furniture, fixtures, machinery, and equipment. Loan amounts are between \$5,000 to \$30,000, with the objective of stimulating employment, assisting small businesses in obtaining fixed rate financing, and to encourage private sector investment in Baltimore City.*

## **Small Business Loan (Latino Economic Development Center (LEDC))**

**Rodrigo Cordon**

*Small Business Lending Officer*

3500 Boston Street, Suite 317. Baltimore, Maryland 21224

202.352.3373 direct | 800.668.0469 fax | [rcordon@ledcmetro.org](mailto:rcordon@ledcmetro.org)

[www.ledcmetro.org](http://www.ledcmetro.org)

*As a certified **Community Development Financial Institution (CDFI)**, LEDC provides microloans (up to \$50,000) to start-up and existing businesses that have difficulty obtaining credit from mainstream financial institutions. LEDC is committed to helping business owners improve their consumer credit score, and assess the financial tools they need to grow and expand their business.*

## **MCE Micro Loans and Small Business Loans (Maryland Capital Enterprises)**

**Bonnie Crocket & Nick Rudolph**

333 N. Charles Street, Baltimore, MD 21201

Office: 410-546-1900 | [info@marylandcapital.org](mailto:info@marylandcapital.org)

<http://www.marylandcapital.org/services/business-loans>

*Loans for businesses that employ fewer than 10 people, need \$35,000 or less in capital and do not have access to traditional lending sources such as banks. MCE also provides technical support to businesses. In addition MCE provides micro-loans up to \$50,000 to individual entrepreneurs as well as small business loans up to \$250,000*

## **Baltimore Energy Initiative Loan Program (Healthy Neighborhoods, Inc.)**

**Rahn Barnes**

*Manager, Loan & Grant Programs*

Tel: 410-332-0387 ext. 154 | [rbarnes@healthyneighborhoods.org](mailto:rbarnes@healthyneighborhoods.org)

*The **Baltimore Energy Initiative** loan program provides low-interest loans to non-profit and for-profit small businesses for energy projects costing less than \$150,000. Eligible projects could include energy efficient HVAC, lighting, appliances, or equipment.*

## **Neighborhood BusinessWorks Loan Program (NBW)**

**Michael J. Haloskey III**

*Director, Business Lending Programs*

Division of Neighborhood Revitalization, Maryland Department of Housing and Community Development (DHCD)

Tel. 410-514-7237 | [haloskey@mdhousing.org](mailto:haloskey@mdhousing.org)

Program Fact Sheet: <http://www.neighborhoodrevitalization.org/programs/nbw/nbw.aspx>

*The **Neighborhood BusinessWorks** loan program provides gap financing (up to \$500,000), i.e. subordinate financing, to new or expanding small businesses and nonprofit organizations in [Sustainable Communities](#) throughout the State.*



# BUSINESS CLASSES AND SUPPORT

*Resources to provide assistance in moving your business forward and planning for your business*

## **Small Business Resource Center (SBRC)**

**Paul E. Taylor**, Executive Director

**Javier Von Westphalen**

1101 E. 33rd Street, Suite C307 (Hopkins At Eastern)

Baltimore, Maryland 21218

Tel. (443) 451-7160 | Fax. (443) 451-7169 | Email: [PTaylor@sbrcbaltimore.com](mailto:PTaylor@sbrcbaltimore.com)

En Español: Javier Von Westphalen | Email: [Javier@sbrcbaltimore.com](mailto:Javier@sbrcbaltimore.com)

<http://www.sbrcbaltimore.com/>

*At the Small Business Resource Center you can learn more about starting your own business, preparing a business plan, getting credit, business taxes and regulatory responsibilities, networking, and much more.*

## **Latino Economic Development Center (LEDC)**

**Eric Lin**

*Small Business Coach and Trainer*

3500 Boston Street, Suite 317. Baltimore, Maryland 21224

443.708.7035 office | 202.300.6179 mobile | [elin@ledcmetro.org](mailto:elin@ledcmetro.org)

[www.ledcmetro.org](http://www.ledcmetro.org)

## **Baltimore Development Corporation (BDC)**

**Kristina Williams & Mica Fetz**

36 S. Charles Street, Suite 1600

Baltimore, MD 21201

410-837-9305

**For loan programs, tax credits, and more from BDC:**

<http://baltimoredevelopment.com/incentives/>

*Baltimore Development Corporation can help you find a location for your business, find a tenant for your property, and connect you to loan programs, tax credit information, and more!*

## **Greater Baltimore SCORE**

Baltimore Office: 443-451-7160

Email: [baltimorescore@verizon.net](mailto:baltimorescore@verizon.net)

<https://greaterbaltimore.score.org/>

*Baltimore SCORE provides free and confidential business mentoring tailored to meet the needs of your small business. Whether you are just starting a business or expanding an established business, SCORE mentors are here to help you succeed.*

## **Maryland Capital Enterprises (MCE)**

**Bonnie Crocket and Nick Rudolph**

333 N. Charles Street, Baltimore, MD 21201

Office: 410-546-1900 | [info@marylandcapital.org](mailto:info@marylandcapital.org)

<http://www.marylandcapital.org/services/business-loans>

*Maryland Capital Enterprises offers free one-on-one counseling to future business owners. This consultation can include but is not limited to an initial business assessment, start-up checklist, business plan development, and marketing, legal, and financial assistance.*



## **Small Business Lending Program**

As a certified **Community Development Financial Institution (CDFI)**, LEDC provides microloans to start-up and existing businesses that have difficulty obtaining credit from mainstream financial institutions. LEDC is committed to helping business owners improve their consumer credit score, and assess the financial tools they need to grow and expand their business.

### **What documents are needed to apply for a loan?\***

- 1) LEDC intake form
- 2) Credit report (pulled in house)
- 3) Personal and business bank statements (most recent 3 months)
- 4) Personal and business tax returns (last two years)
- 5) Business Income Statement
- 6) Personal and business balance sheet
- 7) Collateral
- 8) Lease, if applicable
- 9) References
- 10) Articles of Incorporation

*\*Additional documentation may be required depending on the size and purpose of the loan.*

### **Are there any fees?**

**Yes.** There is one fee that is 3% of the loan amount for closed loans. For example, a \$6,000 loan would have a fee of \$180, which would be paid at the time of closing. There is also a \$50 application fee that includes one credit report.

### **What are the terms and interest rate of LEDC's loans?**

LEDC offers fully amortized, fixed installment loans. Interest rates range between 9-14 percent, based on your credit score. Terms vary between 6 months – 5 years, depending on the business owner's capacity to repay the loan.

**What is the average size of an LEDC loan?** LEDC offers loans of up to \$50,000, with our average size loan around \$15,000. For LEDC clients in good standing that would like to apply for second loan with LEDC, \$50,000 is the maximum amount a client may have outstanding at a given time.

### **How long will the application process take?**

Once the loan officer has all the required documents, loans up to \$20,000 are typically approved or denied in approximately two weeks. Loans over \$20,000 require the approval of a loan committee, and therefore take closer to 3-4 weeks to process.

### **What factors does LEDC look at to determine whether or not a loan is approved?**

As a non-profit loan fund, LEDC takes a holistic and comprehensive approach to evaluating potential loan clients. LEDC looks at many factors, such as strength of the business model, number of years of experience, collateral, owner equity contribution, payment capacity, credit score, and references.

**Are there any types of businesses that cannot apply for a loan?**

**Yes.** Any business engaged in illegal activities or the sale of sexual-oriented goods or services, liquor stores, real estate and speculative investments are ineligible for LEDC loans. Contact an LEDC loan officer for more information.

**Are there any negative credit factors that make an applicant ineligible?**

**Yes.** If an applicant owes back taxes to the state or the IRS, has not paid any court judgments or outstanding child support, or has declared bankruptcy in the last year, he or she will not qualify for a loan. Contact an LEDC loan officer for more information.

**For what purposes can LEDC loans be used?**

LEDC loans are fixed, installment loans that can be used for working capital, equipment, inventory, advertising and marketing, etc.

**Is there a minimum credit score necessary to apply for a micro-loan?**

**No.** LEDC does not have a minimum credit score requirement. However, the content of the credit report is very important. The applicant must be on-time with their monthly debt payments and have no current collections or public records.

**LEDC Contact Information:**

Website: [www.ledcmetro.org](http://www.ledcmetro.org)

**DC Office:** 2316 18<sup>th</sup> Street NW Washington, DC 20009

**MD Office:** 2405 Price Avenue Wheaton, MD 20902

**Small Business Lending Officers:**

**Rodrigo Cordon**

*Small Business Lending Officer*

**Latino Economic Development Center**

*MD Office: 3323 Eastern Avenue, Suite 200. Baltimore, Maryland 21224*

*202.352.3373 direct | 800.668.0469 fax*

*Rcordon@ledcmetro.org*

*[www.ledcmetro.org](http://www.ledcmetro.org) | 866.977.LEDC*





HELPING ENTREPRENEURS SUCCEED

**Mailing address:**  
P.O. Box 213  
Salisbury, MD 21803

**Office locations:**  
Salisbury, Maryland  
Baltimore, Maryland

Tel: 410-546-1900  
Fax: 410-546-9718  
[www.marylandcapital.org](http://www.marylandcapital.org)



## MCE Statistics

### **MCE's accomplishments since 2000:**

- **1,500** clients counseled
- **1,510** individuals received one-on-one technical assistance
- **2,815** individuals received business training
- **400** loan applications
- **230** loans made totaling **\$4.6 million**

## Interesting Facts

**For every business MCE helps, at least 2 jobs are being created**

**Owners with paid workers report median owner's draw 20 times higher than businesses without paid workers**

## MCE Micro Business Loans

Maryland Capital Enterprises, Inc. (MCE) provides small business loans to businesses located in Wicomico, Worcester, Somerset, Dorchester, Talbot, Caroline, Queen Anne's and Kent Counties on Maryland's Eastern Shore as well as Baltimore City, Baltimore and Anne Arundel Counties.

Applicants must be sole proprietors, partnerships, corporations, or LLCs

- Loans for any amount from \$5,000 to \$150,000
- Up to 10 years
- Interest rates 5% - 12%
- \$75 Non-refundable Application Fee
- 1% closing fee of the loan amount
- \$250 - \$1,000 Legal Reserve Fee
- \$10 Credit Report Fee per applicant (non-refundable)
- MCE will conduct semi-annual site visits to your business
- No costs or penalties for early repayment
- Security is required.

Applicants can also apply for a **Credit Builder Loan**. The purpose of this program is to provide small businesses with an alternative to using high interest credit cards for paying business related expenses and to provide small businesses with a method of improving their credit.

Applicants must be sole proprietors, partnerships or corporations, or LLCs

- Loans for any amount from \$500 to \$4,999
- Up to 3 years
- Interest rates will depend on the risk and the amount of the loan
- \$50 Non-refundable Application Fee
- \$10 Credit Report Fee per applicant (non-refundable)
- \$50 Closing Fee for underwriting
- MCE will conduct semi-annual site visits to your business
- Security may be required.

For more info see our website.

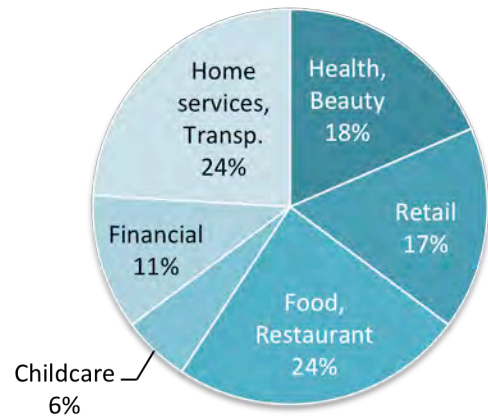
# Helping Entrepreneurs SUCCEED

Maryland Capital Enterprises (MCE) provides funding for small and micro businesses who wish to start or expand their businesses. We are the only micro-enterprise organization in the state of Maryland certified as an SBA, USDA and CDFI Intermediary Lender.

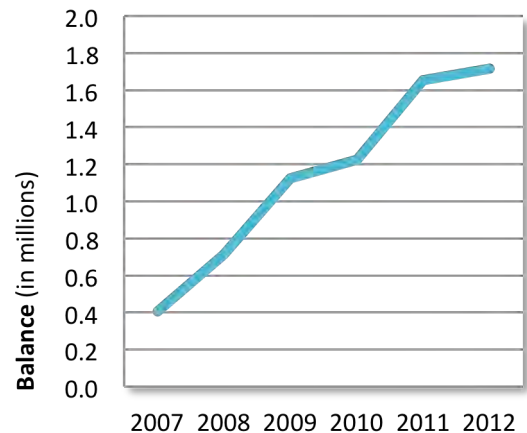
We offer businesses access to the resources they need to start or grow their business: business loans, education and consulting.

MCE is funded through federal and state grants, as well as private contributions, foundation funding and fundraising efforts.

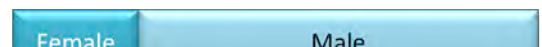
## BUSINESSES IN OUR LOAN PORTFOLIO



## MCE'S TOTAL OUTSTANDING LOAN PORTFOLIO SIZE



## A SNAPSHOT OF OUR CLIENTS



**Our Mission** - We empower businesses to grow, create jobs, and generate wealth on Maryland's Eastern Shore and across the state.

### MCE Achievements Over the Past 12 Years

- 1,500 clients counseled
- 1,510 individuals received one-on-one technical assistance
- 2,815 individuals received business training
- 400 loan applications
- 170 loans made totaling \$4.2 million



*“Without MCE, Pemberton Coffeehouse would be a dream that never came true! Thanks to the entire office in Salisbury, we are proud to say that Pemberton Coffeehouse is a real working coffeehouse providing quality service to our community”.*



# Baltimore Energy Initiative Loan Program

[www.EnergyLoansBEI.org](http://www.EnergyLoansBEI.org)



STEPHANIE  
RAWLINGS-BLAKE  
MAYOR



Baltimore City  
Energy Office



THE REINVESTMENT FUND



## Baltimore Energy Initiative Loan Program

The City of Baltimore was awarded funding by the Maryland Public Service Commission's Customer Investment Fund for energy efficiency. The City Energy Office is partnering with two local non-profit organizations - The Reinvestment Fund and Healthy Neighborhoods - to provide low-interest loans to non-profit and for-profit small businesses that support a strong, stable and growing future for Baltimore. Healthy Neighborhoods will be providing loans for energy projects costing less than \$150,000 and The Reinvestment Fund will be financing energy project costs costing \$150,000 and above.

Experience shows that building owners can make cost-effective energy improvements that will improve comfort, lower utility bills and benefit the environment. The mission of the Baltimore Energy Initiative Loan Program is to help building owners understand, finance and implement a range of energy measures to reduce energy waste in their buildings.

This document and materials on the Baltimore Energy Initiative Loan Program website - [www.EnergyLoansBEI.org](http://www.EnergyLoansBEI.org) - will provide non-profit organizations and for-profit small businesses in Baltimore with the information they need to start saving money and energy.

### Eligible Borrowers:

- **Non-profit organizations** which provide at least 50% of their services to low-income persons.
- **For-profit small businesses** that own or have long-term lease on their space that are located in either: a) New Markets Tax Credit census tract or b) a Baltimore Main Streets District
- Non-profit or for-profit **real estate developers** of properties and projects that are located in either a) New Markets Tax Credit census tract or b) a Baltimore Main Streets District AND: 1) provide new neighborhood amenities; 2) remove blight; or 3) provide 50% of their housing to low-income persons.



### Eligible Projects:

- **Energy retrofits** including limited retrofits, replacement of energy equipment, or whole building energy retrofits;
- Energy measures in the **gut rehab** of an existing building; or
- Energy measures in **new construction** that significantly increase the energy performance of the building.
- Projects must show at least a 10-15% energy savings.



Loan funds must be used to pay for eligible building energy measures, which include:

- Building insulation and air sealing
- White roofs
- Windows and exterior doors
- HVAC
- Lighting
- Plumbing
- ENERGY STAR-rated appliances
- ENERGY STAR-rated equipment
- Solar hot water and Solar PV
- Combined Heat-and-Power Systems

## LOAN CRITERIA AND TERMS

Loan terms will vary slightly depending on the size of the loan (small loans are up less than \$150,000 and large loans are \$150,000 and above) and the specifics of each loan application and project, but in general will have the following features:

Loan amount:	Up to \$2 million. Borrowers can borrow a maximum of 90% of the cost of the energy project.
Interest rate:	3.00 - 4.00% fixed.
Term:	Up to 15 years.
Loan application fee:	\$250 for small loans. \$100 for large loans.
Loan origination fee:	2% for small loans. 1% for large loans.
Closing costs:	Borrower is responsible for all closing costs, including, but not limited to, legal, filing and construction inspections.
Loan servicing fee:	.37% of monthly payment for small loans. None for large loans.
Collateral:	First or second position mortgage lien, provided that the total loan-to-value ratio does not exceed 85%.

Borrowers must comply with several City requirements, including non-discrimination (the City's Commercial Non-Discrimination Policy and the City's Minority and Women's Business Enterprise Requirements) and insurance (Borrowers and their contractors must maintain applicable insurance coverage).

Other Potential Project Financing		Amount	Source	Status
Other Loans		\$		
Other Grants		\$		
Public Grants		\$		
Utility Rebates		\$		
Other		\$		
Appliance Exports		\$		
Project Year	Financing	\$		
Other		\$		

Download a financing request form online to take the first step in financing your energy saving project.

Apply Online

For more details about the program and to apply, visit:

[www.EnergyLoansBEI.org](http://www.EnergyLoansBEI.org)

## Questions

The website of the Baltimore Energy Initiative Loan Program – [www.EnergyLoansBEI.org](http://www.EnergyLoansBEI.org) – is the first place to find information about the program. The website has all of forms you need.

If you still have questions, you can email the Baltimore Energy Initiative Loan Program at: [Info@EnergyLoansBEI.org](mailto:Info@EnergyLoansBEI.org)

Your email will be automatically forwarded to program staff at the City, The Reinvestment Fund and at Healthy Neighborhoods and the appropriate person will answer your questions.

Need to speak with one of the program staff?

For general questions:

Anne Draddy  
Baltimore Dept. of General Services – Energy Division  
410.396.1221  
[anne.draddy@baltimorecity.gov](mailto:anne.draddy@baltimorecity.gov)

For questions about small projects (costing less than \$150,000):

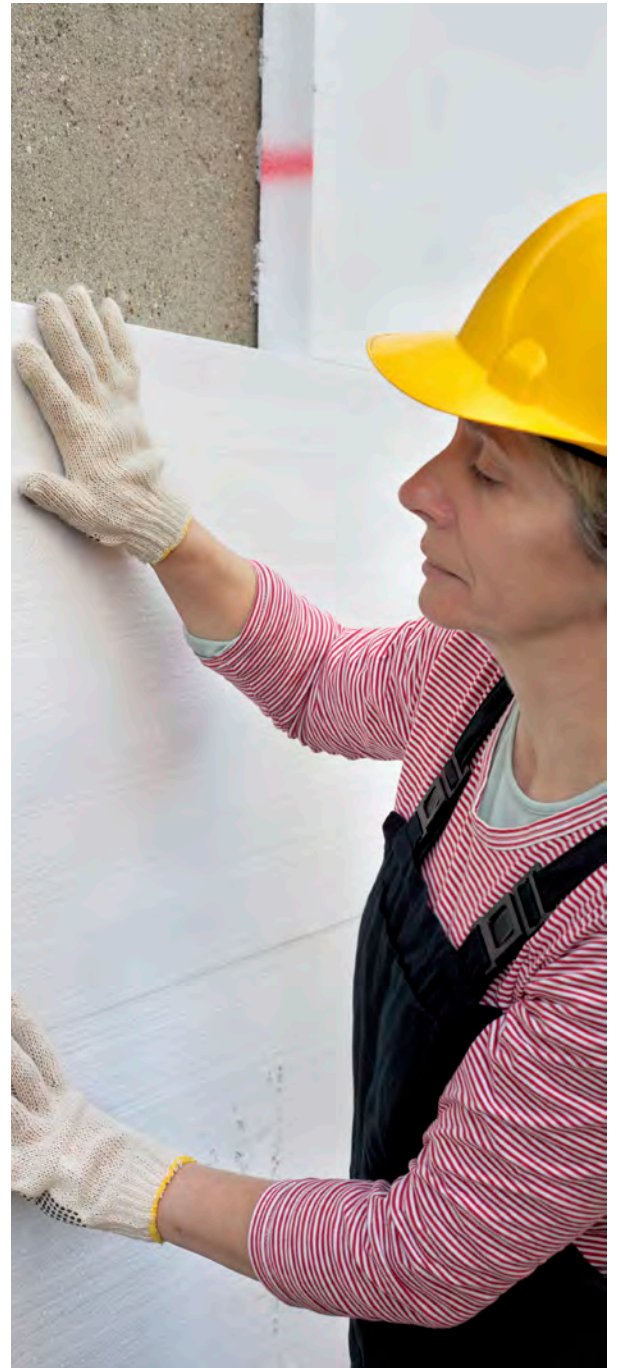
Rahn Barnes | Healthy Neighborhoods Inc.  
410.332.0387 x154  
[rbarnes@healthyneighborhoods.org](mailto:rbarnes@healthyneighborhoods.org)

For questions about larger projects (costing \$150,000 or more):

Nyya Bance | The Reinvestment Fund  
443.708.3812  
[nyya.bance@trfund.com](mailto:nyya.bance@trfund.com)

For technical questions about energy measures or systems:

Roger Clark | The Reinvestment Fund  
215.574.5814  
[roger.clark@trfund.com](mailto:roger.clark@trfund.com)



# Baltimore Energy Initiative Loan Program

[www.EnergyLoansBEI.org](http://www.EnergyLoansBEI.org)

